



**Euromonitor  
International**

# Hot Drinks in Thailand

November 2025

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### EXECUTIVE SUMMARY

Price sensitivity, wellness trends, and innovation shape market dynamics

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Rising costs influence consumers' purchasing decisions

Players must balance affordability with innovation

Foodservice experience is evolving in Thailand

Sustainability initiatives focus on packaging and local ingredients

### WHAT'S NEXT?

Despite positive outlook for hot drinks, challenges will remain

Further rise of health and wellness trend to drive product development

Innovation and diversification essential to adapt to changing demands

### COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd retains dominance through wide product portfolio

Rising interest in Japanese products drives strong growth of OSK Sencha Green Tea

### CHANNELS

Wide geographical reach supports distribution via small local grocers

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### SOURCES

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[Coffee in Thailand](#)

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Instant coffee's enduring reign and the rise of premium pods in Thailand

#### INDUSTRY PERFORMANCE

Further growth in 2025 as convenient instant coffee drives overall demand

Urban and young professionals drive dynamic growth of fresh ground coffee pods

#### WHAT'S NEXT?

Promotional strategies to diverge between mass and premium coffee segments

Digital and technological advancements will drive efficiency and traceability

Health and wellness to redefine coffee consumption and product innovation

#### COMPETITIVE LANDSCAPE

Nestlé (Thai) Ltd's dominance supported by Nescafé portfolio

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Price rises drive consumer shifts while instant tea fuels dynamic growth

#### INDUSTRY PERFORMANCE

Navigating price hikes and evolving consumer habits in 2025

Flavour innovation and premiumisation drive dynamic growth in instant tea

#### WHAT'S NEXT?

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## COMPETITIVE LANDSCAPE

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[Other Hot Drinks in Thailand](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Affordability, wellness, and digital transformation drive category evolution

## INDUSTRY PERFORMANCE

Economic pressures reshape the role of chocolate and malt-based hot drinks  
Cereal-based options help drive demand for other plant-based hot drinks

## WHAT'S NEXT?

Price pressures and adult repositioning to reshape other hot drinks in Thailand  
Digital and technological advancements will help strengthen value communication and functional proof  
Health and wellness can reframe everyday consumption and renew occasions

## COMPETITIVE LANDSCAPE

Ovaltine and Milo remain dominant through brand familiarity and price promotions  
Local challengers redefine market momentum

## CHANNELS

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